THE LIFE COACHING COLLEGE

THE ULTIMATE GUIDE TO BECOMING A CERTIFIED LIFE COACH

(AND HOW TO KNOW IF IT'S RIGHT FOR YOU)

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"I got to this point where I was in this brand-new kitchen in my brand-new home and looking around wondering, 'Is this the thing that's meant to make me happy?"

— graduate Matilda Wand on her life before signing up for the College.

01 INTRODUCTION: READY TO LEAP?

Do you ever wonder if there is something else that you are meant to be doing with your life? Perhaps you have a good job that pays the bills, but you dread the start of the new work week? Maybe you struggle with confidence or a fierce inner critic, and you want to learn the skills to change your mindset and enjoy a more fulfilling life.

The good news is you're not alone. Since The Life Coaching College launched in 2011, some 2000 graduates have taken the leap into the financially and emotionally rewarding career that is coaching. Many of our students enrolled with similar thoughts to what you may be experiencing right now: I want a job I enjoy, a life that fulfils me, a more flexible work schedule that allows me to grow while maintaining a work-life balance.

The Life Coaching College offers a unique blend of in-person and online learning to equip graduates with both the knowledge and the business skills to carve out a career they are passionate about. In fact, we are the leading provider of face-to-face programs in Australia, and we are accredited by the gold standard for coaching, the International Coaching Federation (ICF).

Many of our coaches have gone on to big things. Some work with CEOs and executive leaders worldwide, while others have built profitable six-figure businesses on their terms. Many have authored books and led packed international training sessions. All of our graduates benefit from ongoing support from their teachers, as well as each other: as this is a place where life-long connections are forged. Some of our graduates have established businesses together in particular niches, others rely on more informal systems of support and collaboration — such as weekly coffees and accountability sessions.

So, **congratulations**! In downloading this guide, you have taken the first step towards a career that offers personal growth, stimulation, financial stability and, most importantly, a friendly community of fellow travellers who support and stand by you every step of the way.

BONUS CONTENT

Some interesting facts about the coaching profession:

There are **71,000** coaches worldwide and **3100** coaches in Australia.

Australian coaches earn an estimated total of **$190 million a year in revenue.**

83% of coaches work solely as a coach, while **16 per cent** use their coaching skills in leadership or management positions.

The average annual wage for a coach is **$83,000**, and the average hourly income is **$124**.

Coaches with credentials (from the ICF, for example) earn **25%** more than those without credentialed training.

81% of clients expect their coaches to be certified.

The average fee for a one-hour, general coaching session is **$190**, while the average cost of a 60-minute business or leadership coaching session is **$355 to $425**.

Almost a third (**30%**) of coaches specialise in leadership coaching.

A typical coaching engagement lasts between **four and six months**.

The average coach works with an average of **13.8 clients** while working **12.9 hours a week**.

Source: 2020 International Coach Federation (ICF) Global Coaching Study, commissioned by the ICF in 2019 and undertaken by PWC.

YOU MAY BE ABLE TO RELATE TO MY STORY...

Before we go any further, here is a little bit of information about me, Glen Murdoch, the founder of The Life Coaching College:

Looking at my life now, it's fair to say that I have come a long way from my early struggles. I am a father, a husband and an entrepreneur with many successful businesses in the coaching sector. I am the author of numerous books on coaching, sports psychology, leadership and personal development, and I am an accredited sports psychologist with a Bachelor of Applied Science and a Diploma of Education. I am also, proudly, a Teacher of The Year award winner, with a long history of working with athletes and teams as a performance coach.

But it wasn't always this way. My early upbringing was tough. Perhaps you know what I mean: a mum and dad who did the best they could with the skills they had, but I struggled for a long time. In my case, Dad was physically abusive, and I struggled with mental health problems, including anorexia, bulimia and depression, for more than 30 years. There were bouts of homelessness, as I lived in my car at one point, and I am a three-time suicide survivor.

For more than three decades, I lived a lie. I held down a job as a teacher, but I was what I would call 'highly functional dysfunctional'. No one knew what my real life was like, and the negative thoughts I would have about myself when I looked in the mirror.

***Then a few things saved me:** firstly, a love of cricket and the safe environment that it provided was a real blessing. I stopped drinking, and I made some good friends. Most of all, I did some training as part of my sports psychology studies and it was essentially Neuro-linguistic Programming, or NLP, which made me focus on the language I was using and the limitations I was imposing on myself.*

It totally changed my life, how I spoke about myself and, as a result, how I saw the world. Every day, I worked and worked on my self-talk until it gradually became easier. By my mid-30s, my limiting self-talk had changed. I no longer looked in the mirror and spoke down to the person reflected back at me.

I realised that my thoughts create the world I live in, and it was up to me to shift my thinking from its default negative state to one of opportunity.

Since this realisation, I have gone on to achieve many of my goals, including building a Coaching College that has changed the lives or more than 2000 students. I have had the privilege of watching other people use NLP to overcome some of the hurdles that once held me back, and there is nothing more satisfying than seeing a student gain confidence and give themselves permission to reach their full potential.

We can't change the past, but we can change how we greet the future.

"I get emotional just thinking about how NLP training changed my relationships, my thoughts on who I am and who I could become, and how I operate my business."

— graduate Nicole Cabello, who works with millennials on mindset issues.

02 WHAT DOES COACHING INVOLVE: DISPELLING MYTHS

There are plenty of myths about what is involved in becoming a certified life coach. Here are a few of the most common ones:

MYTH 1
Coaching is like therapy

While coaching and therapy both involve talking about life's challenges, they differ crucially. While psychologists often look backwards, exploring childhoods and the root causes of anger, fear and sadness, coaches look forwards to what can be done in the here and now to improve people's lives. Coaches are encouraging and non-judgmental. They challenge, listen, ask questions and motivate their clients, but they do not prescribe the best course of action or diagnose people.

MYTH 2
You can't make money, or a career out of coaching

One of the big myths about coaching is that it is not a proper job or that it's not financially viable. This could not be farther from the truth. At the College, we focus as much on preparing our students to be business owners as teaching them the coaching tools of the trade. **All of our graduates — that is 100 per cent — have paying clients**; in fact, it's impossible to pass the course without them.

MYTH 3
The industry is entirely unregulated

It is true that in Australia, there is no overarching body that offers accreditation, but it is a different story internationally, where there is a range of professional organisations committed to advancing the coaching industry. The Life Coaching College is accredited with the highest level of international recognition through the International Coaching Federation (ICF), which means our students are trained to this exacting world standard. It's worth noting, too, that all of our NLP trainers are accredited by either the NLP Association of Australia (NLPAA), the American Board of NLP (ABNLP), or the International Association for Neuro-Linguistic Programming (IANLP).

MYTH 4
There is only one type of life coach

One of the great aspects of coaching is the extensive range of specialisations available, and all of our students are encouraged to choose a suitable niche. Some 30 per cent of ICF-accredited coaches work in the lucrative leadership and executive space, helping CEOs and managers perform at their best. But that is far from the only option. You can become a spiritual coach, a mindset coach, a relationship coach, a personal coach, a family coach, an anxiety coach, a career coach, a fitness coach or a wellness coach — to name just a few.

Just look at some of the inspiring niches our past graduates have created:

Dan Hancox and Davy Rowe have combined talents to launch their Authentic Men coaching program, which **works exclusively with men**.

Nichola Davenport has launched her own business, Nichola Davenport Coaching, which incorporates **hypnosis** for clients wanting to shift or beak specific habits.

Cindy Drake offers one-on-one and small group coaching for **small businesses owners** via her business Cindy J Drake Business Coaching.

Matilda Wand offers a **mix of corporate coaching, and personal,** one-on-one coaching packages via her Freedom is Within business.

Former opera singer and graduate, Sharon Kempton works as a **performance coach to** help clients manage high-stress events and auditions through Sharon Kempton Coaching.

Karina Lane works with **overwhelmed mothers aged between two and 10.**

Scott Davison helps **new dads adapt to fatherhood** and has his own podcast, The Dad Train.

Jim Cox **helps other coaches and business owners** improve their market offering through his Clear Edge Coaching.

"From the get-go, there was just something about the College that resonated with me."

— Jim Cocks, graduate and business owner of Clear Edge Coaching, who has close to 40 clients and booked a $4000 contract in his first week of study.

03 WHY COACHING IS BIG BUSINESS

Over the past two decades, coaching has grown enormously, moving out of the realm of a select few noteworthy and high-earning coaches, such as Tony Robbins, and into the world of the successful small business owner looking for a meaningful career. According to the International Coaching Federation's (ICF) 2020 Study on the Global Coaching Industry, there were more than 70,000 coaching practitioners worldwide in 2019, which is up by 33 per cent from 2015.

It is little surprise that coaching is such a booming industry. It offers students the four crucial components for a fulfilling life:

- The opportunity to earn good money.
- The satisfaction from contributing to the world in a meaningful way.
- Unprecedented opportunities for self-growth, building resilience and overcoming mental hurdles.
- The freedom and flexibility to design your business on your terms and on your schedule.

Many students are pleasantly surprised to learn that the **average annual wage for a coach in Australia is $83,000,** and the average hourly income is $124 (AUD).

Most importantly, coaches with credentials, such as The Life Coaching College graduates, earn 25 per cent more than uncredentialed coaches. In fact, some 81 per cent of coaches report that their clients expect them to be a certified coach.

"I realised this was a course I was going to learn a lot from, regardless of whether I became a coach or not."

— graduate Scott Davison, owner of The Dad Train coaching business.

04 IS COACHING RIGHT FOR YOU?

You may be wondering whether you would make a good coach. Well, the fact that you have already downloaded this guide is a sign that you have one of the key traits for success as a certified life coach: the motivation to make a change. You may also find yourself relating to some (or even all) of the following statements:

- I can empathise with others.
- I have long been fascinated by what makes human beings tick.
- I want a flexible job and on my terms: I don't want to work to another's person's schedule.
- I sometimes feel as if I need to change my life but I don't know where to start.
- Others tell me I am a good listener and comment on my abilities to be non-judgmental and non-critical.
- I have good instincts and intuition that I rely on to guide me.
- Being an independent professional in my own practice and in business for myself is one of my primary life goals.
- Other people look to me for support and wisdom, plus they like to share their dreams and challenges with me.
- I am prepared to dedicate myself to learn as much as I can about coaching, and I am willing to invest in myself to receive the proper training.

If you said yes to one or more of these statements, then chances are you're more than ready to become a certified life coach.

"The other advantage of the College is that (it) is really big on helping you to not only become qualified, but to market your business and put yourself out there."

— graduate Cindy Drake, owner of Cindy J Drake Business Coaching.

05 HOW TO CHOOSE THE RIGHT COLLEGE

Choosing the right College is vitally important. As coaching has become more popular, a range of businesses and courses have sprung up to meet demand, and it can be hard for consumers to identify the more established and credentialed colleges.

As you search for your college, it helps to ask the following questions:

Is the college, and its teachers, accredited?

While there is no governing coaching body in Australia, colleges can apply to be granted accreditation through the International Coaching Federation (ICF), which ensures the highest standards of education and practice requirements. The Life Coaching College's Diploma of Life Coaching is recognised through the ICF, ensuring the most rigorous and professional standards are maintained. Our NLP trainers are also accredited.

Does the college answer your questions, or do you feel rushed into signing up?

At The Life Coaching College, we have zero interest in signing you up for a program that doesn't benefit you in a significant way. That is why we take the time to talk to prospective students, answer all of their questions, and even dig a little deeper to determine if and how we can help. We never get pushy or use sales speak because we don't need to: we believe in what we are doing.

Is the learning in-person or face to face?

Our live training sessions allow students to practise coaching in real life, which builds their confidence, and creates a connected community of peers. While we understand that online learning can be helpful (especially during COVID-19 lockdowns), we are incredibly proud of our live training focus. However, don't worry if you cannot do all of our live training: we have built a comprehensive online portal for students who cannot attend in-person events.

Does the college hold events?

Check to see if there are any virtual learning or open days you can attend to get a feel for the college. Also check to see if they hold regular events and webinars, such as the specialised courses that we have at the College for future students, current students and alumni throughout the year. This shows a commitment to the ongoing education of their coaching community.

Do they offer detailed testimonials?

When looking at testimonials, it's essential to look for valuable information and details. What problem did the college solve? It's great if the students had fun, but what else? Did they go on to build a business? Look for signs that the college was able to solve the problems of its students in a meaningful way. At The Life Coaching College, we're proud of our wide range of student reviews, which you can read on our website.

Do they teach business development and marketing?

Most life coaches establish their own coaching business, so it is fundamentally important that students learn marketing and business development. At the College, we guide students through the various stages of marketing, from selecting a niche to establishing a business with viable packages and spreading the word through targeted channels. We offer expert advice on Facebook ads, author coaching for writing business books, and different kinds of marketing options: from blogs and content to podcasts and social media. We build a website for each student and it's also a requirement to have a paying client to graduate (don't worry: each student does).

"It was the first time I had felt at home anywhere."

— Daniel Beeson, graduate and trainer at The Life Coaching College.

06 WHAT IS IT LIKE TO STUDY AT THE LIFE COACHING COLLEGE?

We are incredibly proud of the strong community we have created at the College, with many of our certified life coaches making lifelong friends while building rewarding and sustainable businesses. Every student gets a buddy at the beginning of the course, and our active Facebook page has 1500 graduate coaches and students on it.

Our focus on education is second to none. The College's learning is underpinned by our unique 12-Step Coaching Program that is designed for one-to-one and group coaching and it enables our students to apply and practise the lessons they learn in coaching after the first four days. We teach Neuro-Linguistic Programming — which changes many students' lives and their clients' — and offers excellent insight into the language of the mind. We also provide Matrix Therapies, hypnosis, MBIT and Time Line Therapy, which are recognised as leading methods of disrupting the most ingrained and debilitating behavioural patterns. We prioritise in-person training because we know it's the best way to learn, and our most extensive course offers 50 days of face-to-face training. All our classes are led by accredited teachers who are the best in their field.

Here is the current list of accredited programs, each featuring a mixture of coaching and marketing units:

- Practitioner of Coaching
- Diploma of Life Coaching
- Advanced Diploma in Leadership and Executive Coaching
- Advanced Diploma in Kids and Parenting Coaching
- Advanced Diploma in Peak Performance Coaching
- Advanced Diploma in Relationship Coaching
- Master Practitioner of Coaching

07 FREQUENTLY ASKED QUESTIONS

Do I need to quit my job before I enrol?

Not at all. Many of our students are employed while studying for their life coaching qualification, and they find this is a sensible way to transition out of their current role at their own pace. Some students work part-time while establishing a coaching business, while others continue to work full-time. Much of our live training occurs on weekends so we can cater to as many people as possible.

Do I need to pay up-front?

There is a 10% discount for upfront payments, but many of our students take advantage of our payment plans, which allow you to stagger fees across the duration of the course in interest-free instalments.

I want to be a business or leadership coach. Is life coaching right for me?

Yes, absolutely. Human behaviour is at the centre of executive performance and high-functioning teams, and it is impossible to coach leaders if you do not understand people. Some of the nation's most successful executive coaches, such as Mark Hamawi, trained at the College.

Can I start my coaching business while I study?

Yes. Once you have completed your first weekend of training, you can start coaching clients. Don't worry, we will be there to support you the whole time.

I am not sure what course to study, does this matter?

We are always available to discuss your goals and needs to decide what course is best suited for you. For example, many students will start with a Diploma of Life Coaching course before upgrading to the Master Practitioner of Coaching.

Where are the real-life events?

We offer our in-person training in Melbourne, Sydney, Brisbane and Perth. Training is usually held on weekends to accommodate full-time workers.

How much money will I make?

That is entirely up to you, and if you put into practice what you learn at the College then the sky is the limit. Our top-earning graduates make a very comfortable six figures.

When can I enrol?

You can start straight away by enrolling at any time online and then joining the next available face-to-face session.

I am a bit nervous about taking the plunge. Is this normal?

Yes, absolutely. It's hard to make changes, even if they're positive ones, which is why we encourage prospective students to contact us with any concerns or queries you may have. There is nothing we haven't heard before, so don't be afraid to ask what is on your mind.

THE LIFE COACHING COLLEGE

More than a **decade in business**

More than **2000 graduates**

7 programs to choose from

300 hours of live training each year in subjects such as NLP, leadership, business, coaching, hypnosis and marketing

International Coaching Federation (ICF) accreditation
100% of our graduates have paying clients

Since the global pandemic struck, more people than ever are interested in learning the tools of coaching, and receiving coaching to overcome internal blocks and change their mindsets. People are questioning their lives and are no longer content to live on auto-pilot.

There has never been a better time to start your coaching journey.

Call us for a chat on
1800 424 556

Visit our website at
www.thelifecoachingcollege.com.au
where you can speak directly with one of our trainers via LiveChat.

Or email us at
support@thelifecoachingcollege.com.au

"It is in your moments of decision that your destiny is shaped"

— Master coach Tony Robbins.

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